YES...there's profit and traffic in cigarettes!

Survey shows cigarette sales in college book stores run as high as 10% of gross

A recent nationwide survey of bookstores in 54 colleges proves *there's Profit and Traffic in cigarettes. Some stores report dollar cigarette* volume as high as 10%—*extra* profit that helps to pay the salary for an additional employee—for remodeling your store. Stock and display Philip Morris! Let America's finest and fastest growing cigarette pave the way for you to *bigger cigarette volume!* Use Philip Morris partnership-selling display material to increase the sale of ALL brands of cigarettes—and other merchandise as well. Send in the coupon TODAY!

17-P

11-J

CLIP THIS COUPON

PHILIP MORRIS & CO. LTD., INC.
100 Park Avenue New York 17, New York

Gentlemen: Please have your representative call to talk about cigarette merchandising.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

CALL FOR PHILIP MORRIS

159-M

AD NO. 116

2061193313

Source: https://www.industrydocuments.ucsf.edu/docs/grxx0001

2061193313